

BUILDING  
**HOUSES**  
BUILDING  
**HOPE**  
BUILDING  
**PHILADELPHIA**

2011 **ANNUAL REPORT**



**Habitat**  
for Humanity®  
Philadelphia





## ABOUT US

Habitat for Humanity Philadelphia is an independently chartered affiliate of Habitat for Humanity International (HFHI), a nonprofit organization that seeks to eliminate poverty housing and homelessness from the world, and to make decent shelter a matter of conscience and action. Locally, Habitat Philadelphia is on a mission to transform lives and our city by building quality homes in partnership with families in need, and uniting all Philadelphians around the cause of affordable housing. Reaching out from Christian roots across faith, denominational, economic and racial lines, Habitat works in partnership with prospective and existing homeowners, volunteers, donors, community organizations and all those who can help reach these goals.

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## OUR STAFF MEMBERS

*Executive Director:* Frank Monaghan  
*Associate Executive Director:* Corinne O'Connell  
*Development & Communications Coordinator:* Caitlin Holland  
*Development Associate:* Kristen Caldwell  
*Volunteer Coordinator:* Henry Randolph  
*Operations Director:* Kathy White  
*Director of Project Planning:* Jon Musselman  
*Project Manager:* Troy Hannigan  
*Director of Family Services:* Meghan Tidwell  
*Director of Construction:* Rick Powell  
*Construction Site Supervisor:* Cassie O'Connell  
*Construction Site Supervisor:* Will Lambrakos  
*Construction; AmeriCorps:* George Buckmann  
*Construction; AmeriCorps:* Ryan Carmichael  
*Construction; AmeriCorps:* Aster Meyer  
*Construction; AmeriCorps:* Noah Yoder  
*ReStore Director:* Gail Lankford  
*ReStore Operations Manager:* Emily Pratt  
*ReStore Development; AmeriCorps VISTA:* Greg Bradley  
*ReStore Cashier:* Dally Correa  
*Director of Weatherization & Home Repair:* Emily Lucas  
*Weatherization & Home Repair Assistant:* Vicki Rosenzweig



## MISSION:

Habitat for Humanity Philadelphia transforms lives and our City by building quality homes in partnership with families in need.



## VISION:

A city where all Philadelphians have a safe, affordable place to call home.







## FROM THE CHAIRMAN OF THE BOARD

### OUR BOARD MEMBERS

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At Habitat for Humanity Philadelphia, we strive to make affordable housing a reality for hard working, low-income families because we know that housing is critical to building stronger families, healthier families and adding to the vibrancy of our City. With the leadership of the Board of Directors, the dedication of the committed staff and determination of our partner families, Habitat for Humanity Philadelphia is on the move – one house, one family, one block at a time.

With the enthusiasm of our volunteers and generosity of our donors, Habitat Philadelphia is laying the foundation for revitalized neighborhoods, more connected communities and empowered families. Throughout the last 26 years and over 158 houses built, Habitat Philadelphia has provided more than just walls and roofs overhead. We have strengthened over 158 families and transformed over 550 lives forever by building strong foundations and teaching skills that empower families to break the cycle of poverty and change the course of their lives and their children's lives.

This past year, 2011, has been a particularly exciting one at Habitat Philadelphia. In addition to our traditional construction projects and homeownership program, we also launched our ReStore – a thrift store selling donated new and gently-used items to the public to generate a critical revenue stream to advance Habitat's mission.

More hard working, low-income families should know the stability of affordable homeownership. We thank all of our partners for stepping forward to join us as we Build Houses, Build Hope, Build Philadelphia. We are so very humbled by your trust, support and investments. On behalf of all the partner families and homes, we thank you.

Jim Kent  
Board Chairman



## FROM THE EXECUTIVE DIRECTOR

What a year! We celebrated some significant milestones in 2011 and none would have been possible without all of our partners – City agencies, corporate and foundation partners, individual supporters and over 2200 volunteers!

*We are delighted to share some highlights with you:*

- In 2011, Habitat Philadelphia had 10 homes under construction. Six new, energy-efficient homes were completed, replacing one empty lots and vacant shells. Sold to first-time homebuyers, who now through their zero-interest mortgage have more choices when it comes to education, health care and child care. Sold to homeowners who are more invested in their property, their block and are now paying City property taxes. In the process, Habitat Philadelphia and our tireless AmeriCorps members engaged over 2,200 volunteers who worked tirelessly to see the houses turned into homes! Your belief and commitment to our mission humbles and inspires all of us at Habitat Philadelphia.

- We opened our ReStore! What started as a monthly garage sale at our office in North Philadelphia, our ReStore moved, in September, into its new 19,000 SF home at the former Lomax Carpet warehouse at 2930 Jasper Street in Kensington. The ReStore is made possible with generous donations of furniture and household items and managed by volunteers. This additional and critical source of revenue will allow Habitat Philadelphia to construct more affordable quality homes for our community.

- Our homeownership program accepted 12 new partner families who have worked side-by-side with our construction staff, ReStore team and countless volunteers as they completed their 350 hours of sweat-equity. Learning in the classroom, as well as on the construction site, our partner families are some of the most educated and skilled homeowners in town!

- Excitingly, we've started developing our Weatherization and Home Repair Program model (WHRP) and will roll it out in 2012. This cost-effective program will allow Habitat Philadelphia to innovatively serve more families through basic home repair and weatherization investments and, therefore, preserve the aging housing stock and prevent families from experiencing homelessness.

- Our Building Hope Luncheon has seen fantastic growth in participation and support. This year, an audience of 640+ gathered to support the partner families of Habitat and helped raise over \$168,000 for Habitat Philadelphia. We thank all of our event sponsors and we look forward to our third annual luncheon in May 2012.

As we continue to expand and deepen our partnerships, we are especially grateful to the leadership of our Board of Directors, generosity of our donors, courage of our partner families, dedication of our staff and enthusiasm of our volunteers.

In the year ahead, we look forward to working side-by-side with you as we continue to Build Houses, Build Hope, and Build Philadelphia.

Frank Monaghan  
Executive Director







## OUR FAMILIES:



*"This year, 12 new partner families joined us as they work towards their dream of a new home!"*

Habitat Philadelphia is an investment, creating equity for our families and value for our City. Habitat homes are sold at cost – no profit, no interest – to hard-working, low-income families who contribute 350 hours of "sweat equity" toward Habitat projects. Mortgage principal payments are paid forward, through our Fund for Humanity, to help build or renovate more houses. Through its no-interest, no-profit loans, Habitat Philadelphia ensures that our families pay no more than 30% of their income for housing which empowers families to focus on other critical needs such as health care, child care, or education. To date, Habitat Philadelphia has built over 158 homes, strengthening these families and transforming nearly 550 lives forever.



*"It has taken a huge amount of stress off me and has made a big impact on our lives" – Anna Johnson*

## OUR NEW HOMEOWNER: ANNA JOHNSON

Anna Johnson, Ricardo Henry, and their daughter, Tatiana, moved into their new home at 2240 Latona Street at the end of 2011, just in time for Christmas!

Their new home, with asthma-healthy features and wheelchair accessibility, was designed to meet 18-year old Tatiana's needs, who along with asthma, has physical limitations and a cognitive impairment. This home is one of four houses to participate in the nationwide Build Smart, Breathe Easier asthma educational program, which is joint collaboration between Merck, HGTV's Carter Oosterhouse, and the Asthma and Allergy Foundation of America.

The family had been living in a rowhome with roof and water damage, moldy carpets, poor electrical wiring and cracked walls. Anna had to carry Tatiana up and down the stairs multiple times a day to use the bedroom and bathroom. In their new residence, Tatiana's room and a bathroom are now conveniently located on the ground floor. Now that the new house has been completed, the family is also working on getting Tatiana a motorized wheelchair that will allow her to zoom around the house!



## OUR HOMEOWNER: RICHELE JACKSON

### Celebrating the first year in her new home!

Richele Jackson never dreamed that she would become a homeowner. Her entire family grew up in housing projects, and she never had any reason to think her life would be any different. Still, she believed in a life outside the projects and wanted more for her children and herself. She works full-time as a cook manager for the school district of Philadelphia and juggles the stress of being a single parent to Iviana (10) and Jasha (3). After meeting a Habitat Philadelphia homeowner through her job who encouraged her to apply, Richele was accepted and earned her zero-interest mortgage through 350 hours of sweat equity.

Richele is the first person in her family to ever own a home when she moved in on December 5, 2010. What really surprises her is how much more affordable her zero interest mortgage is than her rent. Before Habitat, Richele was paying almost \$600 a month to live in a housing project that was poorly maintained. Her new mortgage with taxes and insurance is about \$350 a month! The decrease in her housing costs has allowed Richele to start saving for her children's education – something she would have never been able to do before.

More than walls and a roof overhead, this home means so much more to Richele. She recently got a promotion at work, and is enrolled in college, where she is earning all A's in her classes.

*"Because of Habitat, I am a better mother. I have bigger hopes and dreams for myself and my children - I'm back in school, I'm a stronger person. I now think, what MORE can I do with my life?"*  
– Richele Jackson, proud homeowner

### DID YOU KNOW?

Every 10 minutes around the world, Habitat for Humanity volunteers help move another family into safe shelter.

### DID YOU KNOW?

Since its inception, Habitat Philadelphia in partnership with Habitat for Humanity International has built an additional 130 homes around the globe. Habitat Philadelphia has served our local community and the world since 1985.





Volunteers from Wells Fargo at Latona Street



Volunteers from Lincoln High School



Eagles player Winston Justice at Latona Street



Volunteers from Temple University Campus Chapter



Volunteers from Bank of America at the ReStore



Volunteers from Merck at Latona Street



Groundbreaking at Stiles Street with volunteers from Apartment Association of Greater Philadelphia



Volunteers from Philadelphia University at the ReStore

## OUR VOLUNTEERS:

Habitat Philadelphia wouldn't be able to achieve our successes without our wonderful volunteers! In 2011, over 2200 individuals and groups partnered with Habitat Philadelphia on our construction sites and in our ReStore. Here are some snapshots of our volunteers in action.

### Sarah Fevig

"One of things I love most about Habitat is the fact that I know I am being invested in as much as I am making an investment. Time is one of the most valuable resources any of us have to give and when I am a construction site, giving my time (often a treasured weekend or vacation day) the staff always gives so generously of their time and knowledge."



### Graham Robb

"The staff in Philadelphia are wonderful to work with and I always meet interesting and fun volunteers. Knowing that you are helping families who are making a significant effort to help themselves is an added motivation to get up early on a Saturday morning even when it is freezing cold outside. The more our family has worked with Habitat the more we have learned the importance of supporting its work in ways other than at a work site. That is why we decided a couple of years ago to give a monthly donation to Habitat Philadelphia."



### Howard Goldblatt

"I am a carpenter and general contractor by trade, and this past year was dreadful business-wise, so instead of worrying about it, I came out to Stiles Street a few days a week to take my mind off work. My reason for doing Habitat is simple; God gave me this skill that I have, and I want to use it to build decent affordable housing. When I see how fortunate I am in every way, I know I was put on this Earth for an important purpose, which is to support Habitat."



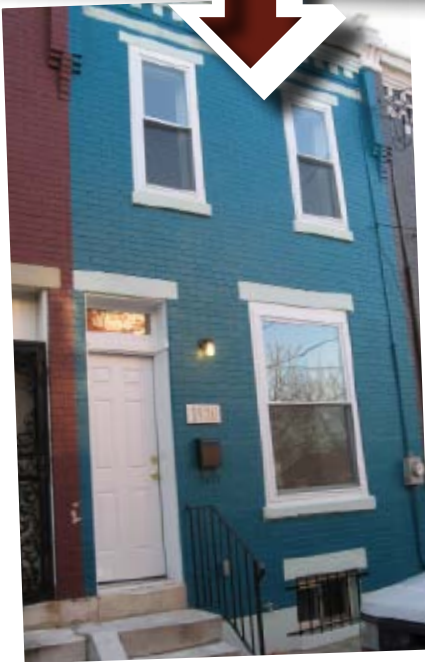
### Nicole Clayton-Morgan

Nicole first got involved with Habitat for Humanity in New York City, through an organization called Nontraditional Employment for Women (N.E.W.). She has been volunteering in the Habitat Philadelphia office for the past year, tackling everything from donor database work to property filing. Her favorite aspect of volunteering at Habitat is the community atmosphere created by the staff, and her dedication to Habitat's mission keeps her coming back. "There is a tremendous need for affordable housing, and I have seen Habitat transform forgotten, decayed neighborhoods into bustling communities."



## 1920 WILT STREET

BEFORE



AFTER

## 4200 STILES STREET

BEFORE



AFTER



## OUR HOUSING PROJECTS:

We build Green! Habitat Philadelphia is committed to building energy-efficient homes using sustainable designs. As a matter of fact, seven of our recent homes have been LEED-certified.

In a city as rich with history and culture as Philadelphia, rehabs of row homes preserve a part of this City's unique past. Utilizing current housing stock, as well as the existing timber and bricks, rehab construction keeps these items out of landfills. Habitat works with the existing layout and provides an "extreme" makeover through improved insulation, energy-efficient windows and appliances, paint with low toxins and bamboo floors.

As our construction supervisor Cassie O'Connell says, "the greenest building is preserving one that's already built."



A pair of the Latona Street homes, June 2011



## NEIGHBORHOODS WE BUILD IN

Habitat Philadelphia has empowered 158 first-time homeowners

### GERMANTOWN

26 Partner Families

### WEST PHILADELPHIA

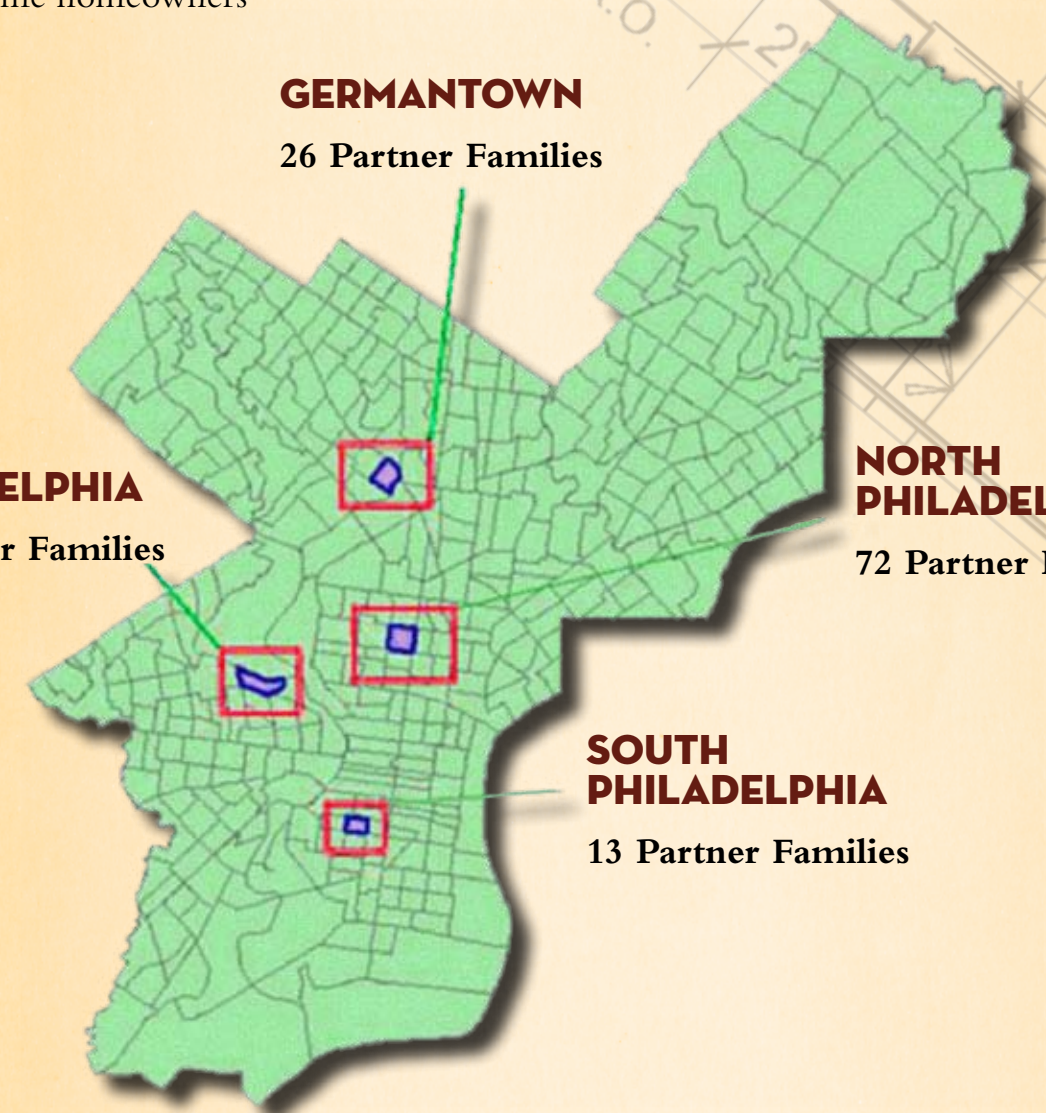
47 Partner Families

### NORTH PHILADELPHIA

72 Partner Families

### SOUTH PHILADELPHIA

13 Partner Families







# ReStore

## OPENING OF RESTORE

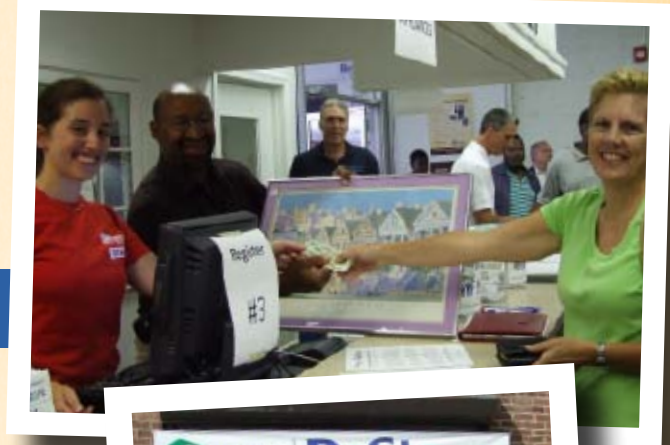
### Reduce, Reuse, Recycle, ReStore!

What started as monthly garage sales out of our North Philadelphia Office evolved into our new 19,000 SF warehouse in Kensington open to the public four from Wednesday to Saturday every week. The ReStore represents a diverse and critical revenue stream for Habitat for Humanity Philadelphia. Donated home goods and building supplies are sold to the public at a reduced cost. These proceeds are plowed back into Habitat Philadelphia to help serve more families in need.

With the generous donation of a truck, the ReStore is equipped to accept donations of furniture, appliances, and home goods. We're also especially grateful to Temple University's Fox School of Business and the William Penn Foundation for their critical support to get the ReStore launched.

Under the leadership of Frank Siefert, board member, and the dedication of the ReStore Team and volunteers, we spent the summer stabilizing the former Lomax Carpet Warehouse and converting the space into our ReStore. Mayor Michael A. Nutter joined us for the Grand Opening on September 11, 2011 and the ReStore has been on a roll ever since. Open four days per week, the ReStore is on target to salvage over 120 tons from the waste stream in its first full year of operation!

ReStore is a win-win for everyone involved. The revenue generated represents vital and unrestricted funding for our administrative operations and program costs. The ReStore retains Habitat's 501(c)(3) status and all donations are tax deductible. And quality items are prevented from ending up in landfills. To donate your quality furniture, appliances, and home goods, please email [Restore@habitatphiladelphia.org](mailto:Restore@habitatphiladelphia.org) or call 215-739-9300.



### To join our ReStore mailing list,

[restore@habitatphiladelphia.org](mailto:restore@habitatphiladelphia.org) or  
215.739.9300

### Come visit us

2930 Jasper Street,  
Philadelphia, PA 19134  
The ReStore is open  
Wednesday to Saturday  
from 9 a.m. to 4 p.m.



### DID YOU KNOW?

Just in the first year of operations, we anticipate salvaging 120 tons from land stream!



# OUR SUPPORTERS

**Thank you for Building Houses, Building HOPE, Building Philadelphia! We are grateful to the following individuals and organizations that made gifts of \$250 or more (cash, in-kind) between July 1, 2010 and June 30, 2011.**

**Our Community Partners**

City of Philadelphia  
Philadelphia Housing Authority  
Homeownership Rehabilitation Program (HRP) of the Philadelphia Housing Development Corporation (PHDC)  
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*Habitat for Humanity Philadelphia appreciates each and every dollar that is contributed. We regret that space limitations prevent us from listing the thousands of other supporters who invest in our work. We strive for accuracy in our donor lists; if you would like to make a change to your listing, please call 215.765.6000 x14.*



“As a partner of Habitat for Humanity, **US Airways** has the great privilege to help provide affordable housing to families in need in Philadelphia. Whether it is making a financial contribution or our employee volunteer corps, the Do Crew, picking up a hammer and working alongside Habitat homeowners, we are building a meaningful, lasting relationship that is valuable to our community. It’s more than just putting a roof over someone’s head; it is creating a home to provide families with brighter future.”

*Kelly Balthazor, US Airways*



**“The Haines Family Foundation** mission is to provide compassion, commitment and capital to help shape individual destinies. Our partnership with Habitat for Humanity-Philadelphia fulfills that mission....one family, one home at a time.”

*Holly Haines*





## BUILDING HOPE LUNCHEON 2011

Our Building Hope Luncheon has become an annual feature on our calendar!

Our second Building Hope Luncheon was held on May 3, 2011 at The Loews. Thanks to the efforts of our 19 sponsors, 59 table captains, and dedicated event committee volunteers, this year's luncheon raised \$167,637.00 for Habitat Philadelphia and inspired over 640 guests!

The luncheon's keynote speaker, Winston Justice, an offensive lineman for the Philadelphia Eagles shared his reflections on building in Haiti following the 7.0 magnitude earthquake that hit in January, 2010. Terry Ruggles, from NBC10, joined us again as emcee. Our partner family, Eric and Audreyelaine Coleman, shared their inspiring story and our talented partner family, Tasha Underwood, wowed our guests with her amazing voice!

We want to thank all our guests this year for believing in the families of Habitat Philadelphia and helping to transform more lives and our City. Every penny was put to hard work - in partnership with our partner families as we constructed new homes and lives in 2011.

**To everyone who participated, volunteered, and donated, we thank you!**



### To align your company with Habitat for Humanity and support the Building HOPE Luncheon,

please contact Corinne O'Connell for sponsorship information at 215.765.6000 x22 or [corinne@habitatphiladelphia.org](mailto:corinne@habitatphiladelphia.org).

#### Our 2011 Building Hope Luncheon Sponsors

In the event that we inadvertently missed your name or organization, please accept our apologies and contact Corinne O'Connell at [corinne@habitatphiladelphia.org](mailto:corinne@habitatphiladelphia.org) or 215-765-6000 x22.

ACE Group  
Citibank  
Bank of America  
Turner Construction  
Archer & Greiner, P.C.  
Beneficial Savings Bank  
Cozen O'Connor  
Dietz & Watson  
Exude  
Farmers Insurance  
Khler, Harrison, Harvey, Branzburg & Ellers, LLP  
Montgomery, McCracken, Walker, & Rhoads  
CCS Fundraising  
United Healthcare  
Urban Outfitters



## STATEMENT OF FINANCIAL POSITION FOR FY2010/2011

### TOTAL SUPPORT AND REVENUE

Individuals	\$ 296,753	17%
Foundations and Corporations	\$ 374,021	22%
Government	\$ 141,600	8%
Sale of Homes	\$ 376,730	22%
In Kind contributions	\$ 66,520	4%
Special Event Income	\$ 135,919	8%
ReStore	\$ 60,858	4%
Other	\$ 255,479	15%

**Total Support and Revenue \$1,707,880**

### EXPENSES

Program (construction, family services, volunteer management)	\$1,186,805
Administration	\$ 252,429
Fundraising	\$ 181,734

**Total Expenses \$1,620,968**





## BUILDING ON THE FOUNDATIONS OF THE PAST AS WE LOOK TO THE FUTURE:

### DID YOU KNOW?

1 out of 8 Philadelphia homeowners' cannot afford to make needed repairs on their home. If the roof of a house goes unrepaired, the home will be abandoned, on average, in five years.

The work continues for our construction team as they work on:

- Two houses on Latona Street (which will be dedicated by February 2012);
- Two houses in South Marston Street;
- Four new construction projects in North Philadelphia;
- One rehabilitation in North Philadelphia; and
- One rehabilitation in Germantown (Priscilla Street)

**What a list! Come build with us!**

We will complete construction on 10 more energy-efficient homes in 2012 with the majority of the properties located in our North Central Philadelphia neighborhood. This construction will result in 10 more partner families achieving affordable homeownership and contributing to school and property taxes. Working alongside partner families, Habitat Philadelphia will engage 2200+ volunteers in the work of building safe, decent and affordable homes.

In early 2012, we will launch our Weatherization and Home Repair Program (WHRP). This program is the result of a dramatically growing need for basic home repairs and weatherization services provided for low-income homeowners. Philadelphia faces the challenge of an aging housing stock, as well as aging low-income population. It is the intention of the WHRP to preserve the existing affordable housing stock and prevent families from experiencing homelessness. WHRP will mirror the Habitat model of sweat-equity and zero-interest loans.

Habitat Philadelphia will welcome a new cohort of 12 families who will begin on their sweat-equity in May of 2012. On average, it takes partner families 18 to 24 months to complete their hours. We look forward to working alongside our new partner families.

## GET INVOLVED!

Invest in Habitat for Humanity Philadelphia through unrestricted gifts, challenge grants, or capacity grants. Donate to our ReStore and Shop for quality building materials and home goods.

Share wisdom and advice through a Habitat Philadelphia committee (finance, family services, fundraising, site acquisition, weatherization and home repair). Experience our community as a Volunteer on our construction sites or in our ReStore.

Network with your colleagues to advocate their financial support and participation on our Committees

**Learn More at [www.habitatphiladelphia.org](http://www.habitatphiladelphia.org)**

**Stay in touch!**

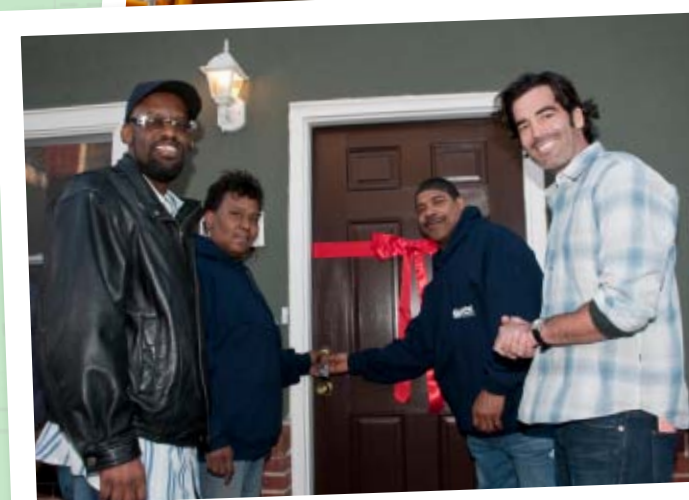


### Habitat for Humanity Philadelphia

1829 North 19th Street  
Philadelphia, PA 19121  
215.765.6000

### Habitat for Humanity ReStore

2930 Jasper Street  
Philadelphia, PA 19134  
215.739.9300







**Habitat**  
for Humanity®  
Philadelphia

**THANK YOU** for helping to  
**Build Houses, Build HOPE,**  
**Build Philadelphia.**

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